



A STUDY ON FACTORS INFLUENCING QUALITY OF B-SCHOOLS IN KERALA

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ABSTRACT

Quality is here associated with a number of characteristics, many of which cannot be measured objectively. Quality in education can be measured in terms of certain parameters like examination result, facilities available in the institution, participation in extracurricular activities, prospects of employment and the like. For improving quality in educational institutions, the ideas and methods related to business and other profit making organizations are relevant to educational institutions which are profit oriented. In many countries, there is a transfer of industry-based concept to educational management. Total Quality Management is suggested a way to improve the quality of education imparted in centers of higher learning. Many universities and colleges apply TQM as a tool to enhance quality in higher education. In the world of competition, privatization and internationalization of higher education, many management educational institutions apply TQM principles in their own institutions (Najafabadi, Sadeghi, & Habibzadeh, 2008).

1. INTRODUCTION

Management education has been traditionally focusing on analytical models and theoretical frameworks. It is constantly under pressure to make it relevant & suited to handle the rate at which industry is changing today. Professional education is important for the development of excellence, expertise and knowledge leading to overall development in the economy. This has necessitated a sound strategy for the development of professional education in almost all countries of the world (Murad & Rajesh, 2010). The system of professional education is found competent in making available to the society a dedicated, committed, devoted and professionally sound team of human resources developers to decide the future of the nation. This is possible only when the principles of quality management are inculcated and implemented in the system of professional education. Total Quality Management (TQM) is the unavoidable common factor that will shape the strategies of professional educational institutions in their attempt to satisfy various stakeholders including students, parents, industry and society as a whole (Murad & Rajesh, 2010). In order to identify the Total Quality Management practices and the level of quality maintenance in management educational institutions, research was carried out in B-Schools in Kerala.

2. STATEMENT OF THE PROBLEM

Indian economy is creating a serious demand for high quality managers to oversee the nation's growing business, that makes pursuing MBA a value-added endeavor and that ensures a youngster a fast return on investment. When we talk of management educational institution, we mean shaping the students aimed at developing their competency and capability either as a manager fit to join an organization or help to grow himself as an entrepreneur to establish and grow own business. This capability does not come from merely possessing a management diploma or degree, but also requires developing the students will and skill to contribute to self-sustenance and nation building. In order to make management education more realistic and useful for the industry, a standard quality must be ensured in educational institutions. Based on the above discussion the following question was identified "What are the factors affecting TQM practices of B-Schools in Kerala?"

3. SCOPE OF THE STUDY

TQM is an effective management philosophy which is used as a strategy for excellence. This is applicable in all fields of value. TQM is a participative, systematic approach to planning and implementing a constant institutional improvement process. The present study confines its scope to the quality management activities to develop the competencies of students in B- Schools in Kerala. This study is limited to B-Schools affiliated to Calicut, KTU, Kerala and Mahatma Gandhi Universities which are approved by AICTE/UGC. Objectives of the Study

4. OBJECTIVES OF THE STUDY

The main objectives of this study are;

- To identify factors affecting TQM practices of B-Schools in Kerala.
- To assess the perception of management representatives towards factors affecting TQM practices of B- Schools in Kerala.

5. HYPOTHESES

H01: There is no significant difference in the perception of management representatives of B-Schools affiliated to different universities in Kerala

towards factors influencing quality of B-Schools.

6. ANALYSIS AND DISCUSSIONS

Sixteen factors identified were fixed with variables through the technique of Confirmatory Factor Analysis. The factors identified were: 1) Financial resources, 2) Physical resources, 3) Human resources, 4) Adequate space, 5) Well-equipped libraries and labs, 6) Out-dated curriculum, 7) Proper governance, 8) Facilities pay structure for the teachers, 9) Lack of support and motivation for the teachers for professional growth and performance, 10) Proper planning, 11) Politics among both students and teachers, 12) External interference in the affairs of the institution, 13) Quality assurance system at the feeding colleges and schools, 14) Centralized decision making, 15) Lack of communication between the teachers and the administration, 16) Lack of communication between the students and the administration.

6.1. Management Representative's Perception regarding factors influencing quality of B-Schools

	χ^2	DF	P	Normed χ^2	GFI	AGFI	NFI	TLI	CFI	RMR	RMSEA
Factors influencing quality of B-Schools	254.161	92	.000	2.763	.528	.303	.617	.611	.702	.319	.277

Source: Survey data

Table 6.1.1 Model fit Indices for CFA: Management representatives Perception Regarding Factors influencing quality of B-Schools

All the attributes are loaded significantly on the latent constructs. The value of the fit indices indicates a reasonable fit of the measurement model with data. In the following table we present the regression coefficients.

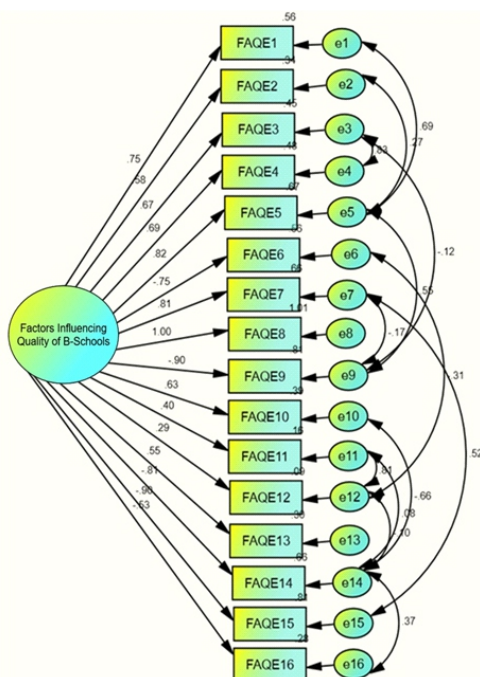
Factors/ Latent Variables (Dependent Variable)	Construct (Independent Variable)	Regression Coefficient	C.R.	P Value	Variance explained (%)
Factors influencing quality of B-Schools	FAQ1 Financial resources	0.745	4.407	<0.001	55.5
	FAQ2 Physical resources	0.580	3.036	0.006	33.7
	FAQ3 Human resources	0.667	3.690	0.001	44.5
	FAQ4 Adequate space	0.693	3.912	0.001	48.1
	FAQ5 Well-Equipped libraries and labs	0.817	5.260	<0.001	66.8
	FAQ6 Out-dated Curriculum	-0.748	-4.438	<0.001	56.0
	FAQ7 Proper Governance	0.813	5.205	<0.001	66.1
	FAQ8 Facilities and pay structure for the teachers	1.003	17.415	<0.001	100.5
	FAQ9 Lack of support and motivation for the teachers for professional growth and performance	-0.902	-6.795	<0.001	81.3

Factors influencing quality of B-Schools	FAQ10 Proper planning	0.627	3.375	0.003	39.3
	FAQ11 Politics among both students and teachers	0.396	1.920	0.067	15.7
	FAQ12 External interference in the affairs of the institution	0.294	1.388	0.178	8.7
	FAQ13 Quality assurance system at the feeding colleges and schools	0.546	2.808	0.010	29.9
	FAQ14 Centralized decision making	-0.813	-5.205	<0.001	66.0
	FAQ15 Lack of communication between the teachers and the administration	-0.900	-6.747	<0.001	81.0
	FAQ16 Lack of communication between the students and the administration	-0.528	-2.692	0.013	27.9

Source: Survey data

Table 6.1.2 The regression Coefficients –Management's Perception regarding Factors influencing quality of B-Schools

Result exhibited in the above table revealed that, in the perception of management representatives, the factor which highly influence the quality of B-School is facilities and pay structure for the teachers, which has a regression coefficient value 1. Financial resources, physical resources, human resources, adequate space, well-equipped libraries and labs, proper governance, facilities pay structure for the teachers, proper planning, politics among both students and teachers and quality assurance system at the feeding colleges and schools had a positive influence in the quality of B-Schools which has regression coefficient value more than the recommended value 0.4. The value reveals that lack of communication between teachers and administration, and lack of support and motivation for the teachers for professional growth and performance has highly negatively influence the quality of B-Schools which have a regression coefficient value -0.9. Out-dated curriculum, centralized decision making, and lack of communication between the students and the administration, are also negatively influence the quality of B-Schools. The diagrammatic presentation of the model is given below.



Source: Survey data

Figure 6.1.1 Model on Management's Perception Regarding Factors influencing quality of B-Schools

6.2 Comparison of factors influencing quality of B-Schools in Kerala in the Perception of Management Representatives

Hypothesis

H01: There is no significant difference in the perception of management representatives of B-Schools affiliated to different universities in Kerala towards factors influencing quality of B-Schools.

One Way ANOVA is conducted to see whether there exists any significant difference among mean scores of opinion of management representative on

factors influencing quality of B-Schools.

Factors influencing quality of B-Schools	Source of Variation	Sum of Squares	df	Mean Square	F	P Value	Null Hypothesis
F1 Financial resources	Between Groups	5.800	3	1.933	.690	.569	Accepted
	Within Groups	56.033	20	2.802			
	Total	61.833	23				
F2 Physical resources	Between Groups	6.252	3	2.084	1.917	.159	Accepted
	Within Groups	21.748	20	1.087			
	Total	28.000	23				
F3 Human Resources	Between Groups	5.133	3	1.711	.666	.583	Accepted
	Within Groups	51.367	20	2.568			
	Total	56.500	23				
F4 Adequate space	Between Groups	9.152	3	3.051	2.022	.143	Accepted
	Within Groups	30.181	20	1.509			
	Total	39.333	23				
F5 Well-Equipped libraries and labs	Between Groups	14.443	3	4.814	2.145	.126	Accepted
	Within Groups	44.890	20	2.245			
	Total	59.333	23				
F6 Out-dated curriculum	Between Groups	1.038	3	.346	.541	.660	Accepted
	Within Groups	12.795	20	.640			
	Total	13.833	23				
F7 Governance	Between Groups	1.038	3	.346	.448	.722	Accepted
	Within Groups	15.462	20	.773			
	Total	16.500	23				
F8 Facilities and pay structure for the teachers	Between Groups	9.538	3	3.179	2.247	.114	Accepted
	Within Groups	28.295	20	1.415			
	Total	37.833	23				
F9 Support and motivation for the teachers for professional growth and performance	Between Groups	3.738	3	1.246	.539	.661	Accepted
	Within Groups	46.262	20	2.313			
	Total	50.000	23				
F10 Proper Planning	Between Groups	15.586	3	5.195	3.273	.042	Rejected
	Within Groups	31.748	20	1.587			
	Total	47.333	23				
F11 Politics among both students and teachers	Between Groups	3.152	3	1.051	.685	.572	Accepted
	Within Groups	30.681	20	1.534			
	Total	33.833	23				
F12 External interference in the affairs of the institution	Between Groups	7.771	3	2.590	1.753	.189	Accepted
	Within Groups	29.562	20	1.478			
	Total	37.333	23				
F13 Quality assurance system at the feeding colleges and schools	Between Groups	7.133	3	2.378	1.018	.405	Accepted
	Within Groups	46.700	20	2.335			
	Total	53.833	23				
F14 Centralized decision making	Between Groups	28.367	3	9.456	5.234	.008	Rejected
	Within Groups	36.133	20	1.807			
	Total	64.500	23				
F15 Communication between the teachers and the administration	Between Groups	21.286	3	7.095	4.360	.016	Rejected
	Within Groups	32.548	20	1.627			
	Total	53.833	23				
F16 Communication between the students and the administration	Between Groups	21.452	3	7.151	5.010	.009	Rejected
	Within Groups	28.548	20	1.427			
	Total	50.000	23				

Table 6.2.1 One way ANOVA for opinion of management representative about factors influencing quality of B-Schools

Source: Survey data

*Significant at 0.05 sig. Level

Result of One Way ANOVA on the perception of Management representative on factors influencing quality of B-Schools given in the above table indicates that proper planning, centralized decision making, communication between teachers and administration, and students and administration have a significant value less than 0.05. All other factors have same influence in the quality of B-Schools affiliated to different universities in Kerala.

7. CONCLUSION

In this study, the perception of management representatives regarding the influencing factors of quality of B-Schools in Kerala are identified and assessed.

On the opinion of management representatives, facilities provided by the institution and pay structure for the teachers had high influence on the quality of B-Schools in Kerala. Proper planning, proper governance, well-equipped libraries and labs, and facilities and pay structure for the teachers are the most influencing factors of quality. Most of the factors have positively influence on the quality of B-Schools in Kerala.

8. REFERENCES

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